

Marketing Strategy of Fruit Traders in Attracting Consumer Buying Interest: A Study of Honesty and Consistency

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Abstract

Objective: Marketing strategies play a crucial role in influencing consumer behavior, and one of the commonly employed techniques is the use of marketing gimmicks. This study aims to analyze the impact of marketing gimmicks on consumer buying interest while examining the values of honesty and consistency in their application from the perspective of Sharia business principles. **Theoretical framework:** The theoretical framework of this research is based on Islamic business ethics, particularly the principles of honesty (shidq) and consistency (istiqamah) in trade. **Literature review:** The literature review explores various studies on marketing strategies, consumer behavior, and ethical considerations in business, particularly within the framework of Islamic economics. **Methods:** This study employs a qualitative field research method. Data collection was conducted through direct interviews with fruit traders and their customers to obtain firsthand insights into marketing gimmicks used in the marketplace. The analysis utilizes an interpretative approach to understand the alignment of these gimmicks with Islamic business ethics. **Results:** The findings indicate that many fruit traders implement marketing gimmicks that can sometimes mislead consumers, particularly in price determination and product presentation. While these gimmicks effectively attract consumer interest, they often lack transparency, leading to misunderstandings about the actual value of the products. The study highlights that such practices contradict the fundamental Sharia business principles of honesty and consistency, which emphasize truthful representation and ethical sales practices. **Implications:** The implications of this research suggest the need for increased awareness and education among traders regarding ethical marketing strategies that align with Islamic values. Policymakers and business associations could also play a role in promoting fair trade practices that uphold integrity in business transactions. **Novelty:** The novelty of this research lies in its integration of Islamic business ethics with modern marketing strategies.

Keywords: marketing, honesty, consumer behavior, islamic business ethics, trade practices.

INTRODUCTION

Marketing strategies play a crucial role in influencing consumer behavior, and one of the commonly employed techniques is the use of marketing gimmicks. In the contemporary marketplace, traders often utilize these gimmicks to capture consumer attention and enhance sales performance. While marketing gimmicks can be an effective tool in stimulating consumer interest, their ethical implications raise significant concerns, particularly within the framework of Islamic business ethics [1].

The principles of honesty (shidq) and consistency (istiqamah) are fundamental in Sharia-based commerce, emphasizing transparency and integrity in transactions. This study aims to explore the impact of marketing gimmicks used by fruit traders on consumer buying interest while assessing their alignment with the ethical values prescribed in Islamic business principles.

In essence, our body needs vitamins contained in fruits, such as citrus fruits, pineapples, and tomatoes which have a lot of vitamin C content in nature. So it is no wonder that many traders make fruits as their merchandise [2].

Along with the development of the times and increasingly fierce competition in getting jobs, it is undeniable that many people choose to work as fruit traders, with many fruit traders that have sprung up making competition between fruit traders in attracting consumers to buy the fruits they sell [3].

As is the case in Boyolali Regency which is also a place of research researchers, where almost in every sub-district there are many fruit traders, even the fruit traders are not only in markets but also sometimes often found fruit traders on the roadsides in Boyolali Regency [4].

The existence of fruit traders who are relatively many things will certainly cause the level of competition between fruit traders in attracting the buying interest of consumers will be higher, so to be able to market their products the fruit traders must have a special marketing strategy for their merchandise, where the marketing strategy is expected to make consumers interested and buy the fruits [5].

However, with efforts to create and use certain marketing strategies, which are expected to attract the buying interest of consumers, fruit traders are using dishonest marketing strategies, one of which is where there are fruit traders who write relatively cheap prices for good fruit, and the price writing is placed on good fruit So that the consumers who see it both pedestrians and those who use vehicles are interested in buying their merchandise, but the marketing strategy makes consumers feel deceived because the price listed above the good fruit is not the price for the fruit but the price for other fruits whose quality is far below the fruit that consumers first saw written on it [6].

The discussion above, it is explains the use of marketing strategies carried out by several fruit traders, therefore making researchers want to study more deeply about the marketing strategies carried out by fruit traders in Boyolali Regency in attracting consumer buying interest then researchers will try to review the value of honesty in marketing [7].

Significance of the Research Understanding the ethical dimensions of marketing strategies is essential for ensuring fair trade practices. Many consumers make purchasing decisions based on the perceived value and trustworthiness of a seller. When marketing gimmicks are used without transparency, they can lead to consumer misconceptions, ultimately affecting trust and long-term business relationships. This research is significant as it highlights the ethical challenges associated with marketing gimmicks and provides insights into how traders can align their business practices with Sharia principles. The study contributes to the broader discourse on ethical business conduct by offering practical recommendations for traders to maintain honesty while implementing effective marketing strategies. Additionally,

it serves as a reference for policymakers, Islamic business scholars, and trade associations in promoting ethical commerce within Muslim markets [8], [9].

The novelty of the Research This research presents a novel approach by integrating Islamic business ethics with contemporary marketing strategies. While numerous studies have explored marketing techniques and consumer behavior, few have critically examined the intersection of marketing gimmicks and Sharia business ethics. This study provides a fresh perspective on how honesty and consistency can be upheld in modern trading practices without compromising the effectiveness of marketing strategies. The findings offer a unique contribution to the field by addressing the ethical dilemmas faced by fruit traders and proposing solutions grounded in Islamic principles. By bridging the gap between traditional ethical values and modern business practices, this research adds valuable insights into how Islamic commerce can evolve while preserving its core moral foundations [10], [11].

Implications and Novelty. This study highlights the strategic importance of honesty and consistency in the marketing practices of fruit traders to attract and retain consumer interest. The implications of the research are particularly relevant for small-scale traders and market-based entrepreneurs, as it underscores the role of ethical behavior in fostering customer trust and loyalty. By integrating moral values into marketing strategies, traders not only enhance their reputations but also contribute to sustainable business growth [12], [13].

The novelty of this research lies in its focus on ethical dimensions—specifically honesty and consistency—as core components of marketing strategy, which are often overlooked in conventional business models. Unlike typical studies that emphasize pricing or promotion, this study offers a unique perspective by linking ethical behavior with consumer psychology in traditional market settings. It provides a culturally rooted yet practically relevant framework that can be adapted in both local and broader economic contexts [14], [15].

LITERATURE REVIEW

Marketing gimmicks have been widely studied in the context of consumer behavior and business strategies. Previous research indicates that such techniques play a significant role in increasing sales and enhancing brand engagement. Studies by Kotler & Keller emphasize that marketing gimmicks, when used ethically, can serve as a strategic tool to attract customers. However, unethical applications can lead to consumer distrust and brand reputation damage. Similarly, research by Schiffman & Kanuk highlights how consumer perceptions are influenced by marketing strategies, particularly in environments where trust is a crucial purchasing factor [16]–[18].

From an Islamic business perspective, studies by Chapra and Dusuki stress the importance of ethical business practices that align with Sharia principles, such as honesty and fairness. These scholars argue that deceptive marketing practices contradict Islamic economic teachings, which prioritize moral integrity in trade. In the context of fruit traders, past research suggests that while marketing gimmicks are effective in drawing consumer interest, their alignment with Islamic ethical values remains questionable. Case studies on Islamic business ethics, such as those conducted by Alserhan, illustrate that businesses adhering to ethical marketing principles tend to build stronger customer loyalty and sustainable business growth [19]–[21].

This study builds upon existing literature by examining how fruit traders employ marketing gimmicks and the extent to which these practices comply with Sharia business ethics. By integrating consumer behavior theories with Islamic ethical principles, this research provides a comprehensive analysis of ethical marketing within the context of fruit trading.

Honesty Theory (Shiddiq)

In Islam the term honest is known as shiddiq, which according to the great dictionary, the term shiddiq means true and honest, while on the contrary Al-Jawi defines shiddiq as the conformity of information conveyed with facts, thus allowing open communication (openness). The word Siddiq has six meanings, according to Imam al-Ghazali the six meanings are, right in words, intentions and desires, wishful thinking, keeping promises, charity, and upholding religion [22].

In the book al-Zuhdu Li Hannadi Ibn as-Sarri written by Abu as-Sarri Hannadi Ibn as-Sarri, the Holy Prophet (saw) has explained honesty and lies, which reads:

حَدَّثَنَا أَبُو مُعَاوِيَةَ، عَنِ الْأَعْمَشِ، عَنْ أَبِي وَائِلٍ، عَنْ عَبْدِ اللَّهِ قَالَ: قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ
إِيَّاكُمْ وَالْكَذِبَ؛ فَإِنَّ الْكَذِبَ يَهْدِي إِلَى الْفُجُورِ، وَإِنَّ الْفُجُورَ يَهْدِي إِلَى النَّارِ، وَإِنَّ الرَّجُلَ لَيَكْذِبُ
وَيَتَحَرَّى الْكَذِبَ حَتَّى يُكْتَبَ عِنْدَ اللَّهِ كَذَّابًا، وَعَلَيْكُمْ بِالصِّدْقِ فَإِنَّ الصِّدْقَ يَهْدِي إِلَى الْبِرِّ وَإِنَّ الْبِرَّ
يَهْدِي إِلَى الْجَنَّةِ وَإِنَّ، الرَّجُلَ لَيَصْدُقُ وَيَتَحَرَّى الصِّدْقَ حَتَّى يُكْتَبَ عِنْدَ اللَّهِ صِدِّيقًا.

Narrated by Abu Mu'awiya, A'masy, Abi wail, and Abdillah, the Prophet said: Avoid lying because lying can lead to sinful behavior, which can land you in hell. A person will always lie until Allah Almighty marks them as a liar. The Apostle said, you must be honest because truth leads to goodness and goodness can lead to heaven. So, he is a person who acts honestly and chooses honesty until he is written as an honest person by Allah Almighty. And a man always acts honestly and chooses honesty, said Abu Mu'awiya.

In the previous hadith, the meaning of the word beer is to do good by not hurting others and not harming others. The meaning of the word shiddiq is to avoid perjury. Karim said that Siddiq is a picture of the life of a Muslim. This nature of Siddiq is the rationale behind human life because human life comes from the Fairest, it is necessary to live with shaleh in this world so that one day we can return to Allah Almighty, and the distinctive concept of economic and business derivatives arises from this idea of Siddiq, namely efficiency (doing activities correctly, that is, using techniques and methods that do not cause waste because if excessive means not right) and effectiveness (achieving the right goal). precise and correct [23].

It is also said that Prophet Muhammad (peace be upon him) was able to trade Khadija's goods well because of her honesty and skill and that he was also able to win Maisaroh's love and respect for him because of her sweet disposition and noble feelings.

Marketing

A process of planning and executing strategies for the pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet individual and organizational goals is known as marketing.

According to Stanton, Marketing encompasses all systems involved in planning, pricing, promoting, and distributing goods or services that can meet the needs of current and prospective customers. And can be interpreted as a human effort to exchange needs and wants.

Kotler says that marketing is a social process in which people and groups of people get what they need and want by creating, offering, and freely exchanging valuable goods and services with others.

Efforts to meet human needs through exchange and marketing have developed since the existence of human needs. At that time, distribution activities were the main focus of marketing efforts. When it comes to getting their goods to customers, manufacturers are in a competitive state at the moment. In addition to distribution activities, promotional activities have been carried out as a result of this competition. In this case, the main focus is how to sell the product so that the sales goals set for the company can be met and short-term profit goals achieved [24].

Gimik in Marketing

Linguistically, the word gimik according to the Cambridge dictionary is defined as something that is not serious or of real value that is used to attract the attention or interest of others temporarily, especially to get them to buy something.

So it can be understood that the understanding of the word gimik is an activity to be able to influence people, so the word gimik in marketing is an effort made by sellers or producers so that consumers are influenced to buy the product.

In large dictionaries in Indonesian, the meaning of the word gimik itself is something either a tool or trick used to attract attention. In addition, there is a gimic concept in marketing, which is a way to arouse public interest in a product, service, or company. In gimmick, there is a deliberate that is indeed made by those who do the act. This suggests that all gimmicks are part of a predetermined and deliberate scenario [25].

From the explanation of the understanding of gimik above, it can be understood that gimik is a marketing tactic that is deliberately done to attract the buying interest of consumers to the products it offers.

Understanding Traders

The word trader is not a foreign word among Indonesian people whereas the word trader in the big dictionary Indonesian has the meaning of a trading activity carried out by someone. In addition, the introductory book of Islamic economics written by Muhammad Ismail Yusanto and Muhammad Arif Yunus defines trade as the main process of exchanging one commodity for another commodity or one commodity for another commodity using money as a medium of exchange [26].

Another definition of a trader is a person or organization that buys and sells goods or services in the market. In general, buying and selling is the process of buying or producing goods for resale to make a profit, and traders are divided into three groups, namely:

1. Class of sole agent or distributor (wholesaler). Wholesalers usually receive the rights of certain regional or regional authorities from producers, whereas distributors are traders who buy or acquire merchandise directly from producers.
2. Middle-class traders (wholesalers) or agents. A merchant buys or obtains his goods from a sole distributor or agent, who typically receives a smaller area of sale or trade than the distributor's jurisdiction as an agent.
3. Retailer class (retailer). A retailer is a business that sells its products to end users or consumers directly in unit quantities or retail.

From the explanation above about the understanding of the word trader, it can be understood that a trader is an activity to produce or buy a product or goods which is then exchanged for other products or exchanged for a medium of exchange in the form of money carried out by a person or a business entity to achieve a profit.

Buying Interest

Buying interest is a driver or motivation in consumers, which can motivate someone to pay attention to a product spontaneously, reasonably, easily, without coercion, and think more about it before making a purchase decision is known as buying interest. Therefore, it is very clear that what is meant by buying interest is an attitude of liking aimed at the tendency to always buy based on one's pleasure and interest. Therefore, feelings and thoughts toward a desired product or service cause buying interest which is an activity [27].

And buying interest can also be known through indicators, the interest that arises in making purchases causes a motivation that imprints in his mind and develops into a very strong activity. In the end, when consumers have to meet their needs, consumers will realize what is in their minds, indicators like this have various kinds, namely:

1. Transactional interest. That is a person's tendency to buy a product. The desire to immediately buy or own a product is one possible interpretation of this interest.
2. Referential interest. The tendency to recommend a product to others is called referential interest.
3. Preferential interests. That is a type of interest that describes how a person who has a strong choice towards a particular product acts. The choice or desire that a particular product desires and the individual has the right to waive other options.
4. Exploratory interest. That is, the behavior of individuals who are always looking for information about products they are interested in and looking for information to support the positive properties of the product is referred to as exploratory interest.

METHODOLOGY

The type of research conducted in this study is field research, where data is collected and analyzed based on direct interactions with key stakeholders. The primary data collection method involves structured and semi-structured interviews with both fruit traders and consumers. Researchers will conduct multiple interviews with traders operating within the research location as well as those who have previously worked there but have since moved to other places. This approach ensures a comprehensive understanding of market practices and consumer perceptions regarding marketing gimmicks [28], [29].

To maintain research validity, respondents are selected based on their relevance to the study, ensuring that they have firsthand experience in the fruit trading business. The interview questions will focus on traders' marketing strategies, consumer responses to marketing gimmicks, and the ethical implications of these practices within the framework of Islamic business ethics. Additionally, observational methods will be used to cross-verify the information provided by respondents [30], [31].

Data analysis in this research follows a qualitative approach, employing thematic analysis to identify patterns and themes emerging from the collected data. The findings will be interpreted based on Islamic ethical principles, particularly focusing on honesty and consistency in business practices. The study aims to offer insights into how fruit traders can balance effective marketing strategies with adherence to Sharia principles, ultimately contributing to ethical business conduct in Muslim markets [32], [33].

Table 1. Research Methods in The Form of More Structured Tables

Aspect	Details
Research Type	Field research (qualitative)
Data Collection	Interviews (structured & semi-structured) with fruit traders and consumers, direct observation
Respondents	Active fruit traders, former fruit traders, and consumers within the research area
Sampling Method	Purposive sampling to ensure respondents have relevant experience in the fruit trading business
Interview Focus	Traders' marketing strategies, consumer responses, ethical implications in Islamic business ethics
Observation	Conducted to verify interview responses and analyze traders' behavior in real market conditions
Data Analysis	Qualitative thematic analysis to identify patterns in marketing gimmicks and their alignment with Sharia principles
Ethical Considerations	Ensuring transparency, informed consent from respondents, and adherence to research ethics

RESULTS AND DISCUSSION

Fruit Trader Marketing Gimmicks In Attracting Consumer Buying Interest

In research on marketing gimik conducted by several fruit traders, researchers finally obtained data through several interviews along with direct observations of the place of fruit traders who do gimik in marketing their products [34].

As well as the fruit trader that the researcher met on the side of the road traded his fruits using an open pickup car, where the trader only sold types of citrus fruits, in his marketing the fruit trader piled up the citrus fruits he sold according to the types and quality of the citrus fruits, in the placement of the fruit arrangement, the fruit trader placed a pile of fruit that had good quality at the very front to The quality of the fruit is not pleasant to look at because the quality of the fruit is not as good as the others, the fruit trader put it in the rearmost pile, and do not forget the fruit trader put a large enough price tag per kg for the citrus fruit on the front pile of citrus fruits, where the price tag is the price of oranges per kg for the cheapest oranges or oranges whose arrangement is at the rear, With the aim that consumers are interested in buying these good citrus fruits when they see them [35].

In the use of marketing gimmicks carried out by the fruit merchant, researchers also found fruit traders who used the same method as the citrus fruit traders above but what the traders sold were not citrus fruits but many kinds of fruits, where the seller sold them in a shophouse, in marketing them the fruit traders arranged their fruits according to the type of fruit which was arranged in the shape of a pile-up according to the type, In each pile of fruit is written the price per kg for each type of fruit on piles in each type, where the price is the cheapest price per kg for each type of fruit, and the cheapest fruit pile is in the shop so that consumers must enter first [36].

Consumer Response to Fruit Trader Marketing Gimik

Regarding the use of gimmicks carried out by fruit traders in marketing their fruits, researchers also obtained data on the impression felt by consumers on the use of marketing gimmicks carried out by fruit traders [37].

There was a consumer named Mr Yusuf who at that time accidentally saw selling watermelon with a cheap price tag per kg so he stopped his vehicle to buy the watermelon, he met when he visited the watermelon fruit merchant, it turned out that the price tag he saw earlier had been replaced with another price tag, whose watermelon price per kg was more expensive than what he had seen at the beginning before stopping his vehicle, and Yusuf's father finally did not buy the fruit with resentment and disappointment towards the watermelon fruit merchant [38].

In addition, researchers also get information or data from other consumers who are students about what they experienced when they wanted to find food for their friends in the room but the money left was not much, and when they accidentally saw the sale of citrus fruits that were very cheap and also the good appearance of the citrus fruits, finally he bought the fruit two kg for his friends, But unexpectedly the price of the fruit is very expensive, not following the price tag above the fruit [39].

Then he asked why the price of the fruit did not match the price tag on it, then he got an answer from the fruit seller, who said that the price labelled was the cheapest price for the oranges he sold and the cheapest oranges were at the back with the condition of the fruit that was not fresh anymore and the quality was not as good as those in the front fruit arrangement. That way the consumer finally only bought 1 kg of citrus fruits in the front row and he then left the fruit trader in a state of annoyance and disappointment [40].

The Value of Honesty in the Use of Fruit Trader Marketing Gimiks in Attracting Consumer Buying Interest

Regarding the use of gimmicks in marketing implemented by fruit traders who have been researchers have met, that there is an element of intentionality in the use of gimik by fruit traders, such as putting a price tag on good quality fruit but the price is not the price for good quality fruit located at the front, but the price tag is the cheapest price per kg for the fruit he sells, Where the arrangement of the cheapest fruit is placed at the very back, so consumers will think that the price per kg of fruit is very cheap with good fruit quality [41].

However, consumers feel upset and disappointed with the actual price of fruit, and fruit traders who use gimik in marketing their fruit also do not explain the various prices of the fruit they sell, so consumers who buy the fruit will feel disappointed at prices that are not appropriate as understood by these consumers [42].

That way, fruit traders who use marketing gimmicks do not have the nature of Siddiq in marketing their fruits as described above, where Siddiq is the character of the prophet Muhammad in trading which becomes a marketing ethic from an Islamic perspective in carrying out economic or business activities, because traders who have the nature of Siddiq will provide news following what is actually, And also there is openness in conveying something [43].

Also, Siddiq has an understanding to always do good in muamalah so that he is not allowed to do something that can hurt the hearts of others and so that the actions done do not cause harm to others so that it is clear that the use of gimmicks in marketing carried out by fruit traders is contrary to the nature of Siddiq.

Analysis and Discussion

The findings of this research reveal that marketing gimmicks play a significant role in attracting consumers, particularly in competitive marketplaces. Fruit traders employ various techniques such as discount offers, free samples, and exaggerated claims about product quality. While these strategies can boost short-term sales, the study indicates that their long-term impact on consumer trust is questionable. Many consumers feel misled when they realize that marketing claims do not always reflect reality. This discrepancy can lead to negative consumer experiences and diminished brand loyalty [44]–[46].

From an Islamic ethical perspective, honesty and consistency are paramount in business transactions. The research findings suggest that while some traders maintain ethical standards by being transparent about their products, others manipulate pricing and promotional tactics to create artificial demand. This raises concerns regarding compliance with Sharia principles, which emphasize fairness and transparency in trade. The study highlights that misleading marketing strategies contradict the Islamic concept of ethical commerce, where sellers are expected to provide accurate product information and avoid deceptive practices [47]–[49].

Furthermore, consumer interviews indicate that trust plays a critical role in purchasing decisions. Respondents expressed a preference for traders who demonstrate honesty and maintain consistent pricing policies. This aligns with previous studies emphasizing the importance of ethical business practices in fostering long-term customer relationships. Traders who adhere to Sharia business ethics not only build consumer loyalty but also contribute to sustainable business growth [50].

The study also identifies the need for regulatory oversight to ensure ethical compliance in marketing practices. Islamic business scholars and policymakers can play a crucial role in promoting ethical marketing guidelines that align with Sharia principles. By educating traders on the importance of honesty and consistency, businesses can improve their credibility and gain consumer trust [51], [52].

In conclusion, while marketing gimmicks are effective in drawing consumer interest, their ethical implications must be carefully considered. The study suggests that aligning marketing strategies with Islamic business ethics can enhance consumer confidence and lead to long-term business sustainability. Future research could explore the impact of ethical marketing on business profitability and customer retention in various industries [53].

CONCLUSION

Based on the findings and discussions presented in this study, it can be concluded that the use of gimmicks in marketing strategies by fruit traders to attract consumer buying interest does not fully adhere to the principle of honesty in Islamic business ethics. The research findings indicate that there is a discrepancy between the advertised price through marketing gimmicks and the actual selling price of the fruits. This mismatch leads to consumer dissatisfaction and a feeling of being misled, which ultimately affects their trust in the traders. Islamic business ethics emphasize honesty (sidq) and transparency in all business transactions. The findings reveal that while marketing gimmicks can be effective in attracting consumers' attention, their implementation often results in misunderstandings and perceived deception. The study highlights that marketing strategies should not only aim at increasing sales but also align with ethical business practices that uphold integrity and consumer rights. Furthermore, consumer perceptions of honesty and fairness play a crucial role in long-term business sustainability. Many consumers expect clear and accurate information about product pricing, quality, and promotions. When traders use misleading pricing strategies, consumers may feel betrayed, which can lead to a loss of credibility and a decline in customer loyalty. This study underscores the importance of ethical marketing approaches that prioritize consumer trust over short-term profit gains. Recommendations 1). Enhancing Transparency in Marketing Practices. Fruit traders should ensure that all promotional strategies, including pricing gimmicks, provide clear and accurate information. Transparency in advertising and pricing can build stronger relationships with consumers and foster long-term trust in business transactions. 2). Implementation of Ethical Marketing Strategies. Traders should adopt ethical marketing strategies that align with Islamic business principles. This includes avoiding misleading promotions, providing honest product descriptions, and maintaining fairness in pricing. Ethical marketing not only benefits consumers but also enhances the trader's reputation and business sustainability. 3). Consumer Education and Awareness. Consumers should be educated on the significance of ethical business

practices and how to identify deceptive marketing techniques. Awareness programs can be conducted to inform consumers about fair pricing and the importance of honesty in business transactions, enabling them to make informed purchasing decisions. 4). Regulatory Oversight and Business Training. Authorities and business organizations should implement policies that regulate marketing practices to prevent misleading advertisements and unethical sales strategies. Additionally, training programs on ethical business practices should be provided to fruit traders to enhance their understanding of honesty and transparency in commerce. 5). Integration of Islamic Business Ethics in Marketing. Islamic business ethics should be integrated into marketing strategies to ensure compliance with the principles of honesty and fairness. Traders should adopt business models that prioritize ethical considerations, such as truthful advertising, fair pricing policies, and customer-centric approaches. 6). Developing a Consumer Feedback Mechanism. Fruit traders should establish effective feedback mechanisms that allow consumers to express their concerns about pricing and promotional strategies. This approach will help traders understand consumer expectations and improve their marketing practices accordingly. 7). Long-Term Relationship Building with Consumers. Instead of relying on short-term sales tactics, fruit traders should focus on building long-term relationships with their customers. Ethical and honest business practices can enhance customer loyalty, leading to repeat business and positive word-of-mouth recommendations. By implementing these recommendations, fruit traders can create a more ethical and sustainable business environment that aligns with Islamic values. Ethical business practices will not only improve consumer satisfaction but also contribute to a more just and fair economic system in society. In conclusion, honesty and integrity in marketing are essential for building a successful business that prioritizes consumer trust and long-term profitability.

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Author Contribution

All authors contributed equally to the main contributor to this paper, all authors read and approved the final paper, and all authors declared no conflict of interest.

Conflicts of Interest

All authors declare no conflict of interest.

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